

REMARKS/ARGUMENTS

The claims outstanding in this application are Claims 12 and 14-19. The Examiner has rejected all Claims stating that although Guide teaches advertisement by size, it does not explicitly
5 disclose that prices fore larger advertisements are less than prices for smaller advertisement. The Examiner continues by stating it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that publishers could decide to charge less for a large advertisement
10 and more for a small advertisement since there are only three ways of determining rates for different sizes: [1] higher rate for larger ad; [2] lower rate for larger ad; and [3] same rate for all sizes. Continuing the Examiner state no unexpected results are obtained in choosing one rate plan over another and such is
15 obvious as to Guide.

Applicant stands by all of applicant's previous responses and the Appeal Brief, all of which are incorporated herein by reference.

Applicant disagrees with the Examiner that a person of
20 ordinary skill in the art; *i.e.*, a business person would charge less for a larger advertisement and such clearly is unheard of. The unexpectedness of the present system is the lesser charge for a larger ad with tremendous increase in volume. Such a lesser charge is unanticipated and is the opposite of what any business

person would ordinarily do and currently does.

Applicant maintains that the features of the presently
claimed system of greater observable size yields less in total
cost for an advertisement regardless of duration AND if a discount
5 is offered by the merchant/advertiser to the consumer, the total
cost will be lowered even more. Moreover, the greater the
discount being offered by the merchant/advertiser will lower the
total cost for the advertisement.

In view of the clear distinctions between the cited prior art
10 and the present claims, applicant respectfully requests early
reconsideration, allowance, and issue of this application or in
the alternative, submission of applicant's appeal for
consideration.

Respectfully submitted,

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